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Holista Colltech Limited
(ASX:HCT / ABN 24 094 515 992)
283 Rokeby Road Subiaco WA 6008
P: +61 412 474 180
W: www.holistaco.com

Holista Signs Collaboration Term Sheet with Malaysian Conglomerate Berjaya's Country Farms

ASX Announcement

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Highlights

- **Holista signs exclusive sales and marketing collaboration with subsidiary of Malaysia's Berjaya Group.**
- **Companies in the Berjaya Group include franchises of Starbucks, 7-Eleven and Kenny Rogers Roasters, amongst others.**
- **Collaboration also includes Berjaya's network marketing arm Cosway with more than 950 outlets globally.**
- **Country Farms will become the Centre of Distribution for Holista's range of healthy food products for companies within Berjaya group.**
- **Holista's initial products covered under the term sheet includes low-GI premix, sugar reduction technology, plant-based meat products (vegetarian) and dietary supplements.**
- **Holista has already begun developing a range of low-GI bakery range including white sandwich rolls, croissants, muffins, and ciabatta.**

Holista Colltech Limited (ASX: HCT, "Holista" or "the Company") is pleased to announce that its wholly-owned subsidiary, Holista Biotech Sdn Bhd, has signed a non-binding collaboration term sheet with Country Farms Sdn Bhd (Country Farms) for a range of Holista's proprietary and all-natural healthy food ingredients and supplements.

Country Farms is owned by a Malaysian conglomerate, Berjaya Corporation Berhad ("Berjaya"), which operates franchises of several leading international food and beverages brands in Malaysia, including Starbucks (320 outlets), 7-Eleven (2,400 outlets) and Kenny Rogers Roasters (73 outlets). Berjaya also own the Cosway international network marketing arm, which has 396 outlets in Malaysia and 559 outlets globally.

The term sheet is for the sales and marketing of Holista's low glycaemic index ("low-GI") pre-mix for flour products, sugar reduction technology, plant-based meat products and dietary supplements to the Berjaya Group. The term sheet is not a purchase agreement and does not obligate Berjaya to buy Holista's products.

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Holista has conferred exclusive sales and marketing rights to Country Farms for markets where Berjaya or its associates operate in, and it is at Country Farms and Berjaya's discretion as to which of its franchises or the number of outlets will offer Holista's products.

The exclusive rights are subject to both parties reaching a formal contractual agreement.

While Holista's products are commercially available today, the Company will have to customise the ingredients to meet the needs of Country Farms and Berjaya. As such, the agreement will only be formalised when all parties reach consensus that they have a portfolio of products that is commercially viable, market-ready, able to compete effectively, accessible via the relevant channels, affordable to customers and sufficiently profitable.

Holista and Country Farm are working diligently on finalising the formal agreement and this is anticipated to be completed by the March quarter of calendar 2022.

Holista has commenced work to develop a range of low-GI baked goods, which includes white sandwich rolls, croissants, and ciabatta for Berjaya Starbucks outlets in Malaysia.

At this stage, it is too early for Holista to quantify any financial impact of this term sheet with Country Farms.

Country Farms is principally engaged in importing, producing, marketing and supplying organic and healthy foods to consumers and businesses.

This announcement has been approved by the Board of Directors.

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About Holista Colltech Limited

Holista Colltech Ltd ("Holista") is an innovator in health and wellness solutions based in Sydney, Australia. It is listed on the Australian Securities Exchange (ASX:HCT).

Holista's core business divisions are Dietary Supplements, Healthy Food Ingredients, Ovine Collagen and Infection Control Solutions. The suite of health and food related solutions combines the best of nature and science is to address the evolving needs so that people can live better and healthier lives.

Key products include one of the market-leading and best-selling health supplements, low-GI food ingredients used by leading food manufacturers, disease-free and medical grade ovine collagen, all-natural, non-toxic and effective sanitisers for consumers and industrial applications.

Over the years, the company has successfully developed and patented world-leading technologies in the field of Global Health and Wellness Industry and has a vast customer base in Asia, Australia and USA.

Holista is passionate to combine economic success with enriching lives for a sustainable future.

For further information, please contact:

To join Investor Mailing list : investor@holistaco.com

General Enquiries: enquiries@holistaco.com

Australia

283 Rokeby Road Subiaco
WA 6008 Western Australia
Australia
P: +61 412 474 180

Malaysia

12th Floor, Amcorp Trade Centre, PJ
Tower No. 18, Persiaran Barat off Jalan
Timur 46000, Petaling Jaya, Malaysia
P: +603 7965 2828 ; F: +603 7965 2777

Australia and New Zealand Investor relations and media enquiries:

Brendon Lau, Vantage Point Partners
E: brendon@vantagepointpartners.com.au
M: +61 409 341 613

Global Investor relations and media enquiries:

WeR1 Consultants Pte Ltd
E: holista@wer1.net
M: +65 6721 7161

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